

# **IDAHO BRAND BOARD**



## **Strategic Plan FY 2017 – 2021**

**C.L “Butch” Otter, Governor**

**Colonel Ralph W. Powell, Director**

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**July 1, 2016**

# IDAHO BRAND BOARD

## STRATEGIC PLAN

### FY 2017 - FY 2021

#### OUR MISSION

Deter theft, illegal transportation and illegal slaughter of livestock through professional livestock identification principles and the enforcement of laws related to intrastate or interstate livestock movements.

#### VISION

To further enhance our protection of the Idaho livestock industry by educating, training and sharing expertise with related law enforcement agencies.

**GOAL ONE:** An Electronic Livestock Brand Inspection Platform will further enhance our service to the Idaho Livestock Industry by giving the Brand Department Statewide immediate data access for livestock movement and livestock animal disease traceability. It improves our quality and efficiency of data collection. Also, the electronic system will add more protection to Idaho Livestock leaving the boundaries of the State. Furthermore, we would be able to respond immediately to Public Information Requests.

Objective:	Provide prompt service to livestock owners.
Performance Measure:	Respond to inspection requests within 1 to 2 hours. <i>IDAPA 11.02.01.-019.02(a)</i>
Benchmark:	95-100%.
External Factors:	Lack of inspectors available, livestock owners not prepared, or weather.

#### **GOAL TWO:** Increase Public Awareness of Agency Through Training

Objective:	Attend various livestock meetings (4-H, FFA, Horse Club) to inform attendees of brand laws and inspection requirements.
Performance Measure:	Number of brand inspection certificates written for attendees and future inspection certificates written as a result of education on when a brand inspection is required.

Benchmark: ***IDAHO CODE 25-1120-BRAND INSPECTION***  
80 to 85%.  
External Factors: Number of meetings scheduled or number of attendees.

**GOAL THREE: Process New Brand Recordings In a Timely Manner**

Objective: Record brands for all applicants expeditiously.  
Performance  
Measure: Process new brand recording applications within 10 days.  
***IDAHO CODE 25-1144-MANNER OF RECORDING BRANDS***  
Benchmark: 90 to 95%.  
External Factors: Complexity and record ability of brands requested by brand applicants. (Advise applicants as to what constitutes a good brand.)

**GOAL FOUR: Hold proceeds where ownership of livestock is questionable.**

Objective: Protect livestock owners throughout the state by verifying ownership on livestock being sold.  
Performance  
Measure: Return proceeds to rightful owners where ownership of livestock is questionable.  
***IDAHO CODE 25-1172-IMPOUNDMENT OF LIVESTOCK IF NO SATISFACTORY EVIDENCE OF OWNERSHIP***  
Benchmark: 95 to 100%.  
External Factors: Brand not renewed no proof of ownership (bill of sale, brand inspection certificate), family issues, etc.